



PRESS RELEASE
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FOR IMMEDIATE RELEASE

Maui Brewing Co. Debuts Maui Light NA, a Crisp Non-Alcoholic Brew with a Hint of Lime

The newest member of the fast-growing Maui Light family

Kihei, Maui, Hawaii (July 14, 2026) — [Maui Brewing Co.](https://mauibrewingco.com), Hawaii's premier beverage company, is introducing Maui Light NA, the company's first packaged non-alcoholic brew as an extension of the [Maui Light](https://mauibrewingco.com) brand. Light and crisp with a hint of lime, Maui Light NA is made for the laid-back moments that define island life.



Clean, crushable, and easy to enjoy anytime, anyplace, Maui Light NA delivers everything the Maui Light name promises at less than 0.5% ABV and just 35 calories. The brew first poured on draft in Maui's taprooms statewide back in 2022 as Maui Lime NA, where it quickly earned a loyal local following. Now, the island favorite is hitting cans for the first time, reimagined as part of the Maui Light family.

"I'm a beer guy, and Maui Light NA means more moments to crack one open," said Garrett Marrero, CEO and co-founder of Maui Brewing Co. "We brewed Maui Light NA for the sunrise paddle-outs, the big training days, the motorcyclists, the pilots, and the designated drivers who still want in on the fun. A laid-back brew to enjoy any time, any place."

Though NA beer is still a small segment of the overall category, as Hawaii's top local brand with four restaurants and a fiercely loyal fanbase, having a great offering in the space was a must. "We aim to be Hawaii's total beverage solution, and that means showing up for our fans and our guests in every moment," Marrero added.

Bringing a non-alcoholic brew to package has been a longtime goal for Maui Brewing as NA continues to surge as one of the fastest-rising segments in beer. Producing safe, quality non-alcoholic beer takes highly specialized and expensive equipment, so MBC teamed up with Deschutes Brewery in Bend, Oregon to bring Maui Light NA to life. Tapping into Deschutes' best-in-class equipment and proprietary NA brewing methods, the two breweries worked side by side to dial in the recipe and make sure the final product cleared Maui's high bar for quality.

Maui Light NA arrives on the momentum of Maui Light Lager, which launched across Hawaii in spring 2026 and quickly became a go-to favorite for beach days and life's lighter moments. A 12-pack of the 4.0% ABV Maui Light Lager is slated to debut in the coming months, with exciting extensions already in the works.

Maui Light NA is rolling out now in 6-packs at select Hawaii retailers and restaurants.

About Maui Brewing Co.

Established in 2005, Maui Brewing Co. is an award-winning beverage company dedicated to innovation, sustainability, and quality. Its portfolio of brands includes Maui Brewing Co., Maui Hard Seltzer, Maui Island Spirits, and Kupu Spirits. Based in Kihei, Hawai'i, Maui Brewing is the 33rd largest craft brewery by volume with distribution in select US markets and countries around the world.

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